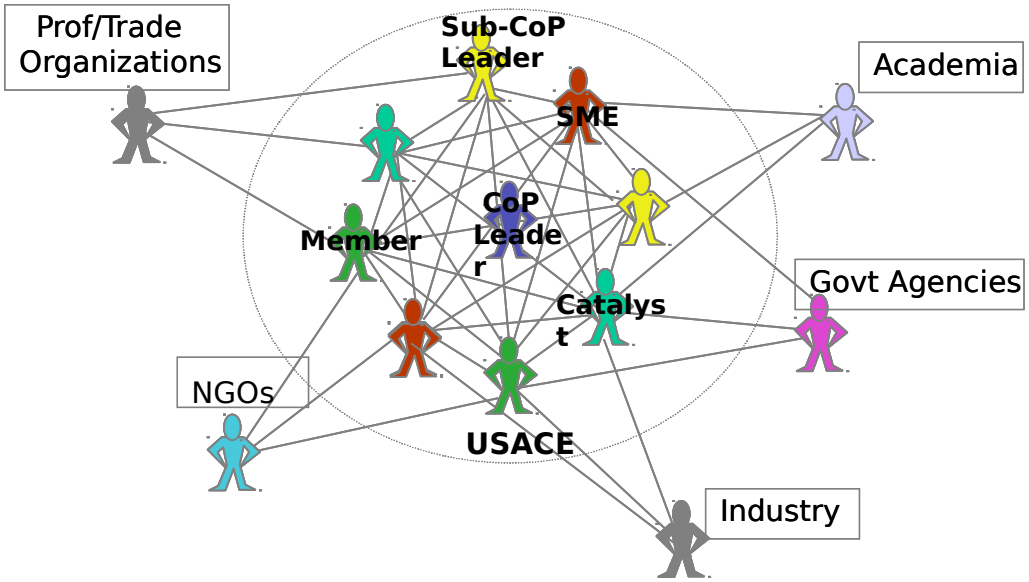
Real Estate Communities of Practice (CoPs) Stand Up Workshop



Workshop Purpose & Objectives

- Purpose: discuss, revise, and develop CoP charter
- Objectives:
  - Building the RE CoP Team
  - Providing a baseline of USACE CoP information
  - Organizing the CoP team and knowledge to form the charter

Workshop Agenda

There are six parts in this workshop:

- Module 1: Executive Board Meeting-Mon AM
- Module 2: CoP Executive Overview-Mon PM
- Module 3: Metrics-Wed AM
- Module 4: CoP Charter Establishment-Thu PM
- Module 5: CoP Charter Signing-Fri AM

What is our deliverable? CoP Charter

- **CoP charter is a written document that provides essential information about the CoP**
  - **Purpose/Function**
  - **Organization (sub-CoP)**
  - **Membership-Internal and External**
  - **Metrics**
  - **Collaboration tool of choice**

What does it look like?

USACE REAL ESTATE
COMMUNITY OF PRACTICE CHARTER

Our Community Purpose

is to capture, share, and create information and knowledge within our business line and to enhance our technical skills and capabilities. Additionally, we support mission execution by solving common problems, challenges, and reducing error.

Our Community Functions

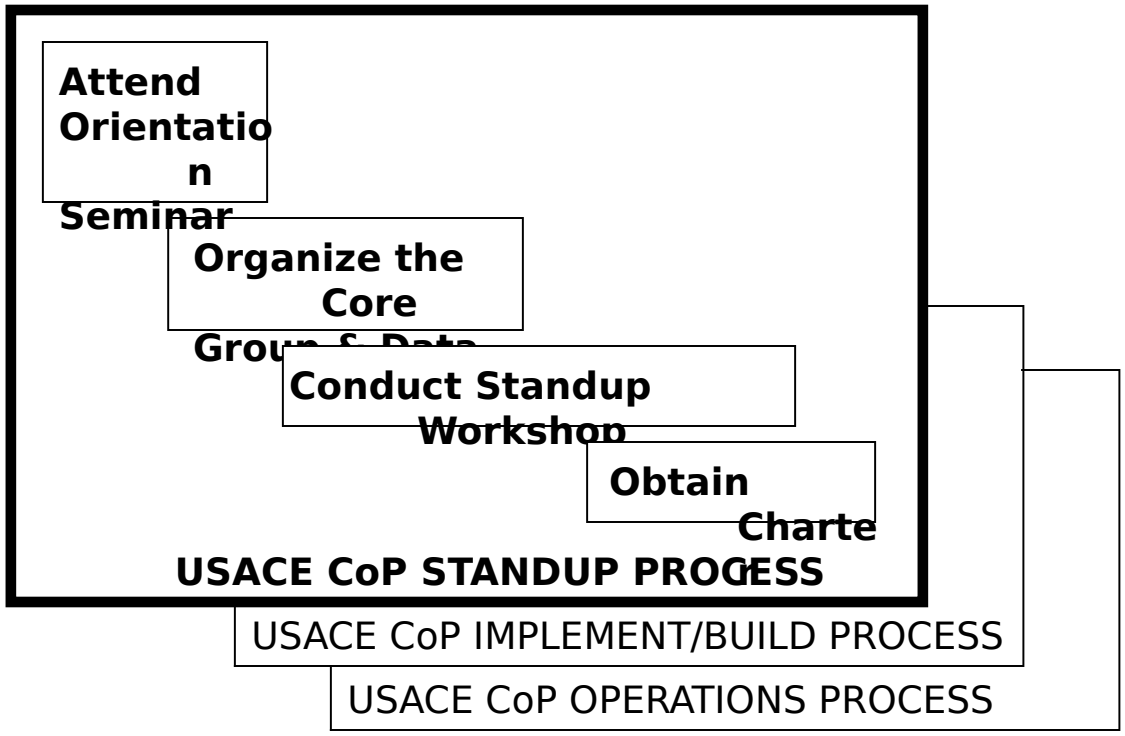
- *Developing and maintaining policy and doctrine*
- *Promoting a Capable Workforce*
- *Building and Maintaining National Relationships and Coalitions*
- *Promoting Organizational Communication*
- *Enhancing the Learning Organization*

Our Community Operates

within the principles of USACE policy guidelines to insure
"One Corps operating virtually as a learning organization".

Where are we?

There are several key processes in USACE CoP: one is USACE CoP Standup Process



Module 1: Executive Board Meeting

Objective: provide info & solicit feedback on the status of RE sub-CoPs

POC: Janice Howell

Sub-CoP Criteria

- **Other CoP in the Corps have a wide range of sub-Cop in their communities—two to sixteen**
- **There are several criteria by which to determine the number of sub-CoP:**
  - **Craw, walk, run**
  - **Member Interest**
  - **Existing or Former Functional Structure**
  - **Member Interest**
  - **Level of sustainable support (a lot of work!)**
  - **Authoritative Directive**

Sub-CoP Determination

- **Purpose: determine number and name of RE sub-CoP**
- **Assume : discussion leader introduces the concept of the charter**
- **Activity: discussion leader leads a discussion based on the following question:**
  - **What are criteria by which we can decide the number of sub-CoP?**
  - **What are the appropriate number of RE CoP?**
- **Output: range of sub-CoP names and numbers**

Module 2: CoP Executive Overview

Objective: To provide participants a quick and easy introduction to the topic of CoP; RE sub-CoP

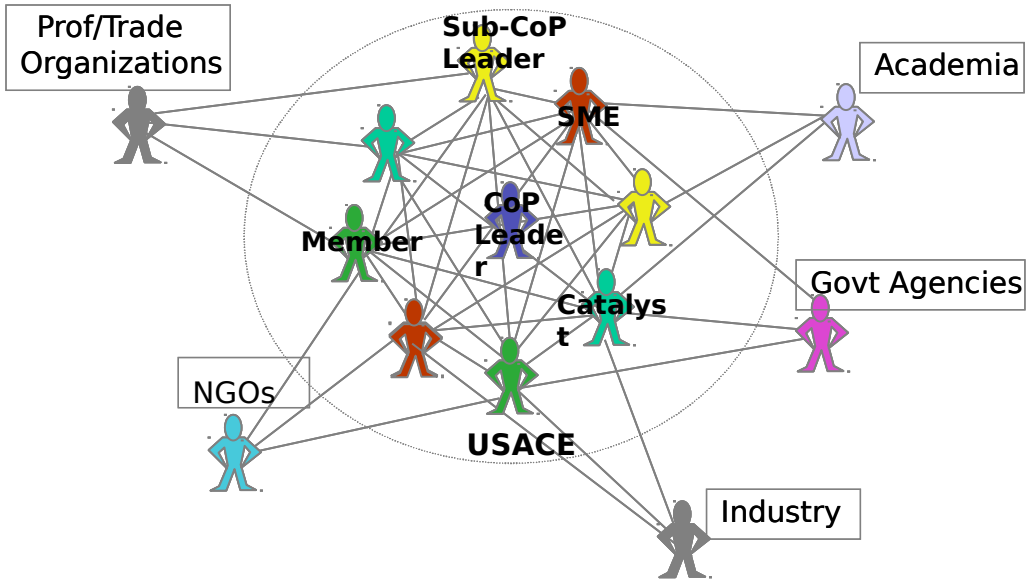
POC: Janice Howell

CoP Definition

- What is a CoP?
- A CoP is a community of individuals that practice and share an interest in a major functional area or business line.
- What are the benefits?

USACE CoP: Organization & Roles

There are several key roles in CoP: leaders, sub-Cop leaders, SMEs, catalysts, and members



USACE CoPs & Leaders

There are 24 USACE CoP; Chief of Engineers suggests a staged approach

COP STAGE I STANDUP	**Programs & Project Mgmt** CW PID Rob Vining	**E &C** SAD RIT Don Basham	**Ops & Reg** LRD RIT Mike White	**Counsel** Craig Schmaudr	**IS** CID Kris Allaman	**Envr** SWD RIT Pat Rivers	**RE** SPD RIT Linda Garvin	**Plan'g** MVD RIT Bill Dawson
04/04/04-06/07/04								
COP STAGE II STANDUP	**SADBU** J. Blake	**LOG** Gary Anderson	**CI** NAD RIT Wil Berrios	**RM** Steve Coakley	**PAO** C. Sanders	**SAFETY** R. Stout	**Strategic Planning** CID B. Elliot	**EM** NWD RIT E. Hecker
06/07/04-08/09/04								
COP STAGE III STANDUP	**PARC** B. Greenhouse	**HR** S. Duncan	**R& D** POD RIT Mike O'Connor	**S&LE** Ken Flemming	**EEO** G. Williams	**IG** LTC. James	**IR** TBD	**IIS** GRD Tony Leketa
08/09/04-10/1/04								

cCoP Toolkit

cCoP Mentors/Coaches work with CoP leaders to provide insights to the most appropriate toolkit that fits CoP needs

- **Engineer Knowledge On-Line:**
  https://eko.usace.army.mil/Login
- **Technical Engineering Network:**
  http://ten.usace.army.mil
- **Natural Resources Gateway**
  http://corpslakes.usace.army.mil/employees/envcomp/envcomp.html
  (for existing users only)

For More Information

- **More information on USACE CoP can be found in:**
  - ***USACE 2012 and Communities of Practice,*** Concept Draft, CEPG
  - ***USACE CoP Policy Document,*** Concept Draft, CESID
  - ***USACE Engineer Pam XX-XX: CoPs,*** Concept Draft, CESID
- **All references can be found on the cCoP collaborative area at:**
  https://eko.usace.army.mil/Login

Sub-CoP Determination (continued)

- **Purpose: determine number, names of RE sub-CoP & members**
- **Assume : discussion leader introduces the concept of the charter**
- **Activity: discussion leader leads a discussion based on the following questions:**
  - **What are CoP all about?**
  - **What are the RE sub-CoP**
    - **Participants "vote with your feet" by standing by a sub-CoP that they will actively participate**
    - **RE CoP members add value by signing roster, suggesting other members and SMEs**
- **Output: range of sub-CoP names, members, SMEs**

Module 3: USACE CoP Metrics

Objective: To provide participants a quick and easy introduction to measuring the success of RE CoP

POC: Patricia Sigur

CoP Metrics

- How do communities measure their effectiveness?
- Metrics, both quantitative and qualitative, can assist community leaders in determining how effective the community is in reaching and providing value to the members.
- Communities are encouraged to utilize and monitor metrics to track their effectiveness and help take positive action to build and improve the community.

CoP Metric Type

- ***Activity Metrics (Quantitative)***
  - The CoP tool automatically tracks the following metrics by This Month/Last Month/This Year/Total What is a CoP?
- ***Performance Metrics (Qualitative)***
  - Performance metrics indicate the value of product to community members.

CoP Metric Suggestions

- ***Activity Metrics (Quantitative)***
  - New Members
  - New Topics
  - Growth trend of members
  - Growth trend of contributions
- ***Performance Metrics (Qualitative)***
  - Usability
  - Ratings of pages and contributions
  - Testimonials and other user feedback (e.g., examples of specific mistakes or problems that were avoided or solved, • Story Telling (e.g., anecdotes, insights, and actions)

Establish CoP Metrics

- **Purpose: determine and establish RE CoP metrics**
- **Assume :**
  - **discussion leader introduces the concept of the charter**
  - **discussion leader introduces the concept of a balanced scorecard**
- **Activity: discussion leader leads a discussion based on the following question**
  - **If there were one or two measures—or metrics that you would suggest for an initial measure what would it be?**
- **Output: CoP metrics**

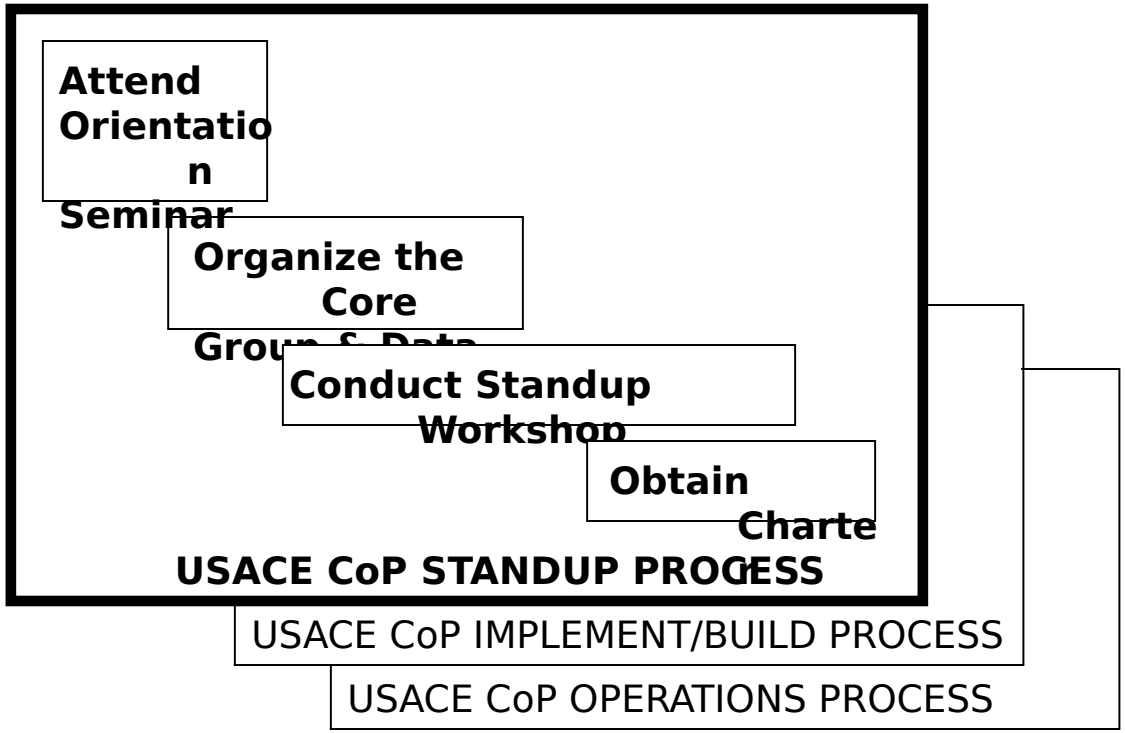
Module 4: CoP Charter

Objective: To obtain necessary information from participants to complete the charter

POC: Sue Duncan

CoP Standup—The Process

- **How do I Stand up my CoP? Four steps are used:**



- **The process is based on DAU CoP Implementation Guide**

Establish RE CoP Charter

- **Establish Charter:**
  - **Workshop activities are designed to provide the required information to establish a charter**
  - **Both a Ceremonial (hang on the wall) and On-File Charter (process requirement for SID) are established as output of workshop**
  - **All detailed information from the workshop is used to update the CoP PMP**
  - **Once Charter is complete, membership conduct a signing ceremony**
  - **CoP moves onto implementation phase**

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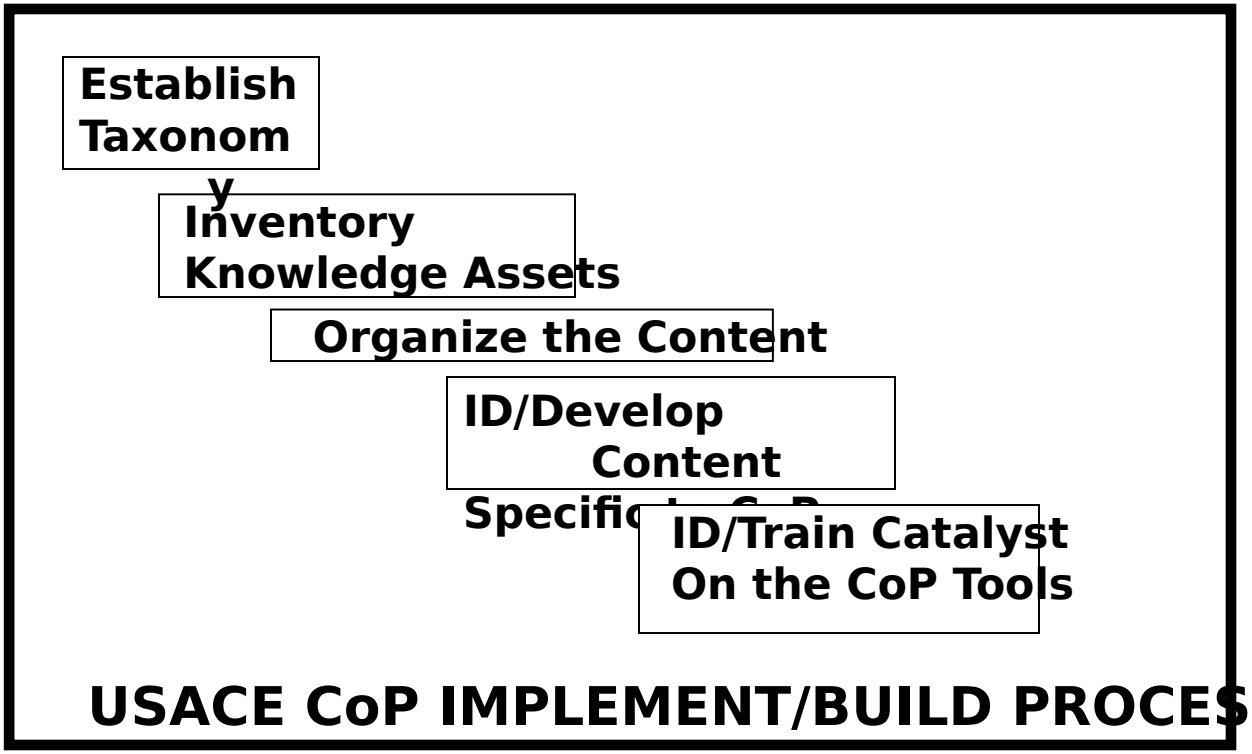
Establish CoP Component

- **Purpose: determine and establish key components to charter**
- **Assume : discussion leader introduces the concept of the charter**
- **Activity: discussion leader leads a discussion based on the following questions; establish 3 small working groups to address:**
  - **What is the purpose & function of RE CoP?**
  - **Who are the external members associated with sub-CoPs? What are the active links to external CoP needed?**
  - **Who are the internal members of sub-CoP? Sub-CoP Leader, member roster, SMEs, HQ & MSC catalysts**
  - **What is the collaborative site to be used?**
  - **What are the metrics to be used?**

Next Steps?


Establish Taxonomy
Inventory Knowledge Assets
Organize the Content
ID/Develop Content
ID/Train Catalyst On the CoP Tools
USACE CoP IMPLEMENT/BUILD PROCESS

Module 5: CoP Charter

Objective: To establish the charter

POC: Linda Garvin

Where are we in the process ?

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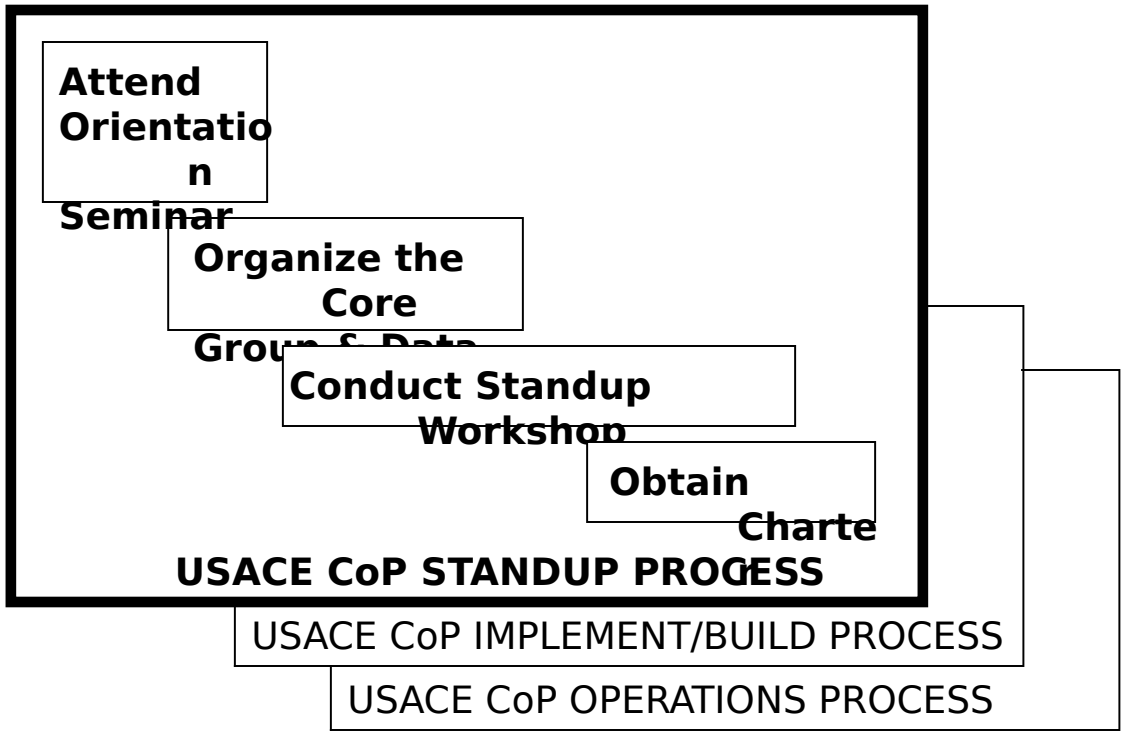

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Sign the Charter Closing Remarks Thank you!!!